



NEWPORT NEWS, VA  
CITY OF OPPORTUNITY

JOB DESCRIPTION  
**ADMINISTRATOR OF TOURISM**  
PARKS, RECREATION AND TOURISM

Human Resources Department  
700 Town Center Drive, Suite 200  
Newport News, VA 23606  
Phone: (757) 926-1800  
Fax: (757) 926-1825

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## **GENERAL STATEMENT OF RESPONSIBILITIES**

Under limited supervision, this position is responsible for the overall administration and technical expertise of the Tourism Division of the Parks, Recreation and Tourism Department. Reports to the Director of Parks, Recreation, and Tourism.

## **ESSENTIAL JOB FUNCTIONS**

Markets the City of Newport News to promote tourism and stimulate economic development; prepares and executes national and international marketing plans. Prepares and submits applications and memorandums for additional external funding, grant opportunities, staffing requests, and appropriation requests. Participates on regional sub-committees, boards, and associations. Researches and prepares recommendations and reports as needed.

Responsible for the effective supervision and administration of the division to include completing required reports, marketing, budgeting, purchasing and financial transactions to include revenue collection and fundraising, staff organization and development, performance evaluations, employee relations, prioritizing and assigning work and related activities. Evaluates the need to fill vacant positions and recommends changes to allocated positions and branch structure as needed.

Researches, analyzes, develops, directs, and identifies opportunities and challenges relate to advancements and marketing strategies for the division to include: technology web-sites, Visitor Center operations and procedures, industry master database creation, Media Relations and Communications, Administration, Electronic Marketing and Group Marketing.

Oversees and develops short and long-term strategic goals pertaining to the planning, development, design and operational processes; develops and recommends policies and procedures; recommends internal branch organization; establishes and implements management systems to effectively meet operating goals and objectives.

Performs other duties as assigned.

## **PERFORMANCE STANDARD**

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

## **REQUIRED KNOWLEDGE**

- **Tourism** - Comprehensive knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Knowledge of the geographic layout of the City, including all tourist attractions.
- **Media Relations and Communications** - Comprehensive knowledge of the principles, techniques and methods of media/public relations, marketing and communications. Knowledge of the processes and equipment used in the design and preparation of multimedia graphics, brochures and other visual aids. Knowledge of advertising and publicity techniques. General knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- **Strategic Planning** - Knowledge of strategic planning principles and theories to ensure competitive advantage and profitability.
- **Supervision** - Knowledge of leadership techniques, principles, and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.
- **Customer Service** - Knowledge of principles and processes for providing customer service. This includes setting and meeting quality standards for services, and evaluation of customer satisfaction.

## **REQUIRED SKILLS**

- **Computer Skills** - Utilizes a personal computer with word processing, spreadsheet and related software with reasonable speed and accuracy.
- **Critical Thinking** - Uses logic and reasoning to understand, analyze, and evaluate complex situation and researches information to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to the situation.
- **Interpersonal Relationships** - Develops and maintains cooperative and courteous relationships with employees, managers, representatives from other departments and organizations. Shares knowledge with staff for mutual and departmental benefit.

## **REQUIRED ABILITIES**

- **Coordination of Work** - Ability to establish and implement effective administrative programs and procedures. Establishes priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.
- **Communication** - Excellent ability to communicate ideas and proposals effectively so others will understand to include preparing and presenting a wide variety of related community and public relation materials. Excellent ability to listen and understand information and ideas presented verbally and in writing.
- **Financial Management** - Ability to perform arithmetic, algebraic, and statistical applications to perform purchasing and financial transactions. Ability to employ economic and accounting principles and practices in the analysis and reporting of budgeting data.

## **EDUCATION AND EXPERIENCE**

Requires a Bachelor's degree in Tourism, Marketing, Public Administration or a closely related field and 5-7 years of progressively responsible administrative experience with 3-4 years supervisory experience or an equivalent combination of education and experience.

## **ADDITIONAL REQUIREMENTS**

Acceptable general background check to include a local and state criminal history check, sex offender registry check and a valid driver's license with an acceptable driving record.

## **PHYSICAL REQUIREMENTS**

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

## **SENSORY REQUIREMENTS**

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

## **ENVIRONMENTAL EXPOSURES**

Essential functions are regularly performed without exposure to adverse environmental conditions.